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ABSTRACT

A self-targeting coupon having fields covered with removable material. A first field has at least one multiple choice question having answers printed, marked or indicated on top of the removable material. The removable material covers information indicating an area of a second field to select. Selection of the indicated area of the second field determines the value of the coupon. In a preferred embodiment, answers to several multiple choice questions in the first field together indicate an area of the second field to select. Thus, several possible values can be contained on each coupon with the choice of the individual determining the final value. This technique can also be applied to paper tests and video tests, as well as programmed learning. In testing situations, selection of answers by a student in one field may indicate an area of a next field to select such that the score of the test is revealed simultaneously with the end of the test. In a programmed learning situation, selection of responses by the student will direct the information that is revealed next so that learning is increased and the time required is reduced.